

**CITY OF CARLSBAD  
CLASS SPECIFICATION**

**JOB TITLE:**                      **COMMUNITY RELATIONS MANAGER**

**DEPARTMENT:**                **VARIOUS**

**BASIC FUNCTION:**

Under general direction, to administer manage city programs and activities; and to develop and manage strategic communication efforts for the City of Carlsbad in support of the departmental and citywide communication strategy set by the City Communications Manager.

**KEY RESPONSIBILITIES:**

Serves as a media liaison, working with the media on stories about city issues, services, programs and events, and preparing content for dissemination to the media. May serve as a media spokesperson.

Develops and executes crisis management plans to communicate with internal and external audiences during emergencies; serves as a member of the Emergency Operating Committee or spokesperson as needed; participates in planning and training for these incidents.

Develops and manage programming and strategies for assigned areas, including researching and development of materials, surveys, reports and follow-up materials.

Participates in the development of department goals, objectives, policies and priorities.

Represents the city in events and meetings with the public, community groups and other agencies.

Develops relationships that foster participation and partnering with community advisory committees, non-profit groups, agencies, societies or other community groups.

Promotes community awareness through marketing and public relations strategies, education and other programs, including events, print media, the website and social media.

Manages graphic arts activities – establishing quality, content and design of informational materials for public distribution, in accordance with citywide brand guidelines.

May manage meeting rooms and event facilities, including utilization, condition and security of the facilities.

Manages events/programs, including technical support, audiovisual and video production.

Develops and administer budgets.

Analyzes services, programs, user feedback and other performance information to develop strategies.

Supervises and evaluates regular and hourly staff.

Oversees training and development of staff.

Develops and maintain department policies & procedures.

Determines use of contractors and oversees contract administration.

Responds to public inquiries and concerns.

**Assignments in the Carlsbad Police Department: May include specialized duties such as:**

Develops, implements and maintains community action programs, such as Neighborhood Watch Programs, including recruitment of volunteers and area coordinators, coordination of meetings, and maintenance of records and assignments; online resources to facilitate to report crime.

Review and compile written reports on all blueprints submitted to the city for compliance regarding Crime Prevention through Environmental Design (CPTED); inspect commercial projects, schools, housing developments and others, and recommend techniques to improve environmental security.

Organize and develop crime prevention strategies, including developing educational programs, working with officers in follow-up activities after crimes are committed, conducting needs assessment and surveys, and developing reports for information to the public.

**QUALIFICATIONS:**

To perform a job in this classification, an individual must be able to perform the essential duties as generally described in the specification. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties in a specific job. The requirements listed below are representative of the knowledge, skill and/or ability required.

**Knowledge of:**

Principles and practices of outreach, public relations and marketing.

Philosophy, principles and practices of programming and special events.

Supervisory principles and practices, including training and evaluation of employees.

Digital communication.

Principles and practices of organization, administration and budgeting.

Operation and scheduling of meeting and event facilities.

City of Carlsbad local community and city programs and services.

Associated codes, laws or regulations pertaining to area of assignment.

Assignments in the Carlsbad Police Department may require a knowledge of:

Crime prevention programs and practices.

City of Carlsbad Police department policies and procedures

Theories and techniques to suppress crime.

Best practices as established by the Crime Prevention Through Environmental Design (CPTED)

**Ability to:**

Develop and implement departmental policy, procedures, plans and programs.

Develop, manage, coordinate and implement programs, events and activities.

Effectively plan, organize and direct the work of professional and paraprofessional staff and volunteers.

Analyze problems, identify alternative solutions, project consequences of proposed actions, and implement recommendations in support of goals.

Exercise good judgment, flexibility, creativity and sensitivity in response to changing situations and needs.

Prepare and deliver presentations to staff, community, outside agencies and City Council as required.

Communicate clearly and effectively, both orally and in writing.

Establish and maintain effective working relationships with a variety of customers, staff, volunteers and community groups contacted during the course of work.

Work well under pressure to meet deadlines.

Assignments in the Carlsbad Police Department require the ability to:

Utilize Crime Prevention Through Design, CPTD, methods throughout the community  
Coordinate and implement the city's crime prevention program.

**EXPERIENCE AND EDUCATION:**

Any combination equivalent to the experience and education that could likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Equivalent to a bachelor's degree from an accredited college or university with major work in public relations or a related field.

Five years of progressively responsible related professional experience involving the development and supervision of programs and communication functions.

Assignments in the Carlsbad Police Department:

It is highly desirable to have possession of an advanced CPTED designation.

**PHYSICAL/MENTAL DEMANDS AND ENVIRONMENTAL SETTING:**

While performing the duties of this class, an employee is regularly required to communicate in person and by telephone, and utilize office equipment. An employee is also required to assimilate written materials relevant to the position.

In addition, while performing the duties, employees of this class are regularly required to engage communication skills; interpret financial and statistical data, information and documents; analyze and solve problems; use math and apply mathematical reasoning and abstract statistical concepts; observe and interpret people and situations; learn and apply new information or skills; perform highly detailed work on multiple, concurrent tasks; work under intensive deadlines; and interact with staff, Council members and others encountered in the course of work.

Ability to work in a standard office environment with exposure to the outdoors;  
ability to travel to different sites and locations; attend evening and weekend events and meetings;  
work under pressure and potentially stressful situations.

This is an at-will Management classification.

DATE APPROVED: NOVEMBER 18, 2014